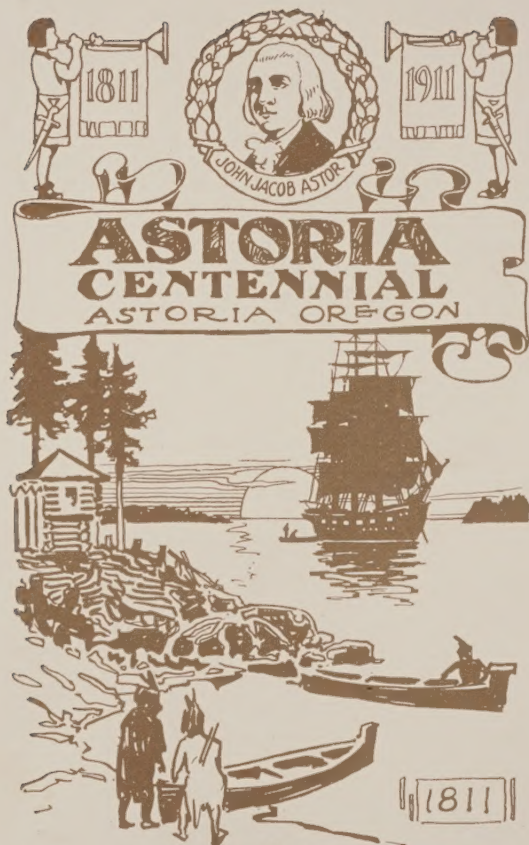




IN CELEBRATION of the ONE HUNDREDTH  
ANNIVERSARY of the FIRST SETTLEMENT  
in the PACIFIC NORTHWEST BY the  
ASTOR EXPEDITION + + + + +



## ASTORIA CENTENNIAL AUG. 10-SEPT. 9, 1911

### ASTORIA

#### GOLD AND FUR

The glitter of gold fired the Latin blood of the Eldorado hunter to endure the torture of torrid sun and parched desert to secure Mexico and California.

The quest of fur, as precious as gold, lured the Saxon to the conquest of unknown wilderness, deep forest, treacherous river, mountain fastness, and trackless plain, to suffer anguish of hunger, thirst, disease, heat, cold, wild beast and savage man, to pre-empt Canada and the Northwest.

In the wake of the argonaut and the fur trader came the missionary, the flag, and civilization.

Fascinating, indeed, is the story of fur and its followers—vital to the Nation was its Astoria settlement of the original "Oregon Country," now the States of Oregon, Washington and Idaho, and parts of Montana and Wyoming.

#### THE ASTOR EXPEDITION

In 1792 Captain Gray, of Boston, in the fur-coasting ship "Columbia," discovered and took possession of the Columbia River. In 1805 Lewis and Clark navigated its water and spent the winter on the Clatsop Plains and Beach.

Still the vital part of occupation remained for the march of commerce under the valiant command of that master-merchant, John Jacob Astor.

Mr. Astor not only perceived the fair gain of trade extended around the continent and across the seas, but had patriotic ambition to secure for his flag the all but unknown territory of the Northwest.



*Astoria and Harbor*

## THE ONLY RAILROAD TO HISTORIC ASTORIA



He ventured a vast fortune in the enterprise at a time when war clouds were darkening, and when the young Republic was unprepared to afford him protection, or assert its claims west of the Rocky Mountains.

His plan contemplated the establishment of headquarters at the mouth of the Columbia River, with numerous trading posts along its shores and tributaries, the engagement of vessels to carry stores from New York around Cape Horn, touching at Hawaii, stocking the Columbia River post, gathering the assembled pelts, trading along the North Pacific shores to the Russian stations, cruising to China and exchanging furs for teas and other merchandise, thence carrying the Oriental cargoes to New York.

In execution of his plan Mr. Astor dispatched two expeditions to the Columbia River, one by sea and one by land.

The account of the fair voyage of "*The Tonquin*" and the tragic massacre of commander and crew by savages, with the vengeful destruction of the boat and its captors, and the tale of the overland party which encountered every stress of adventure, trial of endurance, anguish of body and mind—these tell the sacrifice of men and money for the commercial and territorial conquest of America's Northwest.

Astor's dual expedition finally reached the Columbia River station in 1811 and founded Astoria.

The Astoria Centennial commemorates this first white settlement and the beginning of our civilization in the whole Pacific Northwest. Its program befits the importance of the event in the history of the Pacific Country and Nation.



*Salmon Boats and Battleship*



## ASTORIA CENTENNIAL AUG. 10-SEPT. 9, 1911

### THE EXPEDITION BY SEA

**"The Tonquin,"** 290 Tons, 10 Guns, 21 Crew.  
Lieutenant Jonathan Thorn, U. S. N., Commander.  
Four partners, twenty-nine clerks, voyageurs, artisans and laborers. Twenty-four Sandwich Islanders.

**1810.**

Sept. 6—Sailed from New York.  
Dec. 4-11—Faulkland Islands.  
Dec. 25—Rounded Cape Horn.

**1811.**

Feb. 11-28—Hawaii Islands. Traded with Chiefs.  
March 22—Sighted the Columbia River.  
March 25—Entered the Columbia River.  
April 12—Located Astoria and began trading post and fort.  
June 1—Sailed from Astoria.  
June 12-18—Vancouver Island. Offended Indian Chief. Officers and crew massacred. Sole survivor blew up  
**"The Tonquin,"** himself and hundreds of Indians.

### THE EXPEDITION BY LAND

William Price Hunt, Leader and Directing Partner.

The party consisted of about sixty-five men, including four partners, hunters, trappers, voyageurs, boatmen and guides.

**1810.**

July-Aug.—Montreal and Mackinaw. Recruited voyageurs, collected Indian goods.  
Aug. 12-Sept. 3—Mackinaw to St. Louis via Green Bay and Prairie du Chien.  
Sept. 3-Oct. 21—St. Louis. Recruited boatmen, hunters, trappers and guides.  
Oct. 21—Preliminary party left St. Louis up the Missouri River.  
Nov. 16—Winter quarters at mouth of Nodowa River (Missouri). Mr. Hunt returned to St. Louis and rejoined party in April.

**1811.**

April 21—Left Nodowa in four boats.  
May 10-15—Village of Omahas.  
July 12-18—Village of Arikaras, 1430 miles from St. Louis. Abandoned boats. Left Missouri River. Started overland.  
Aug. 24—Crossed Powder River.  
Sept. 4—Began passage of Big Horn Mountains.  
Sept. 24—Reached headwaters of Snake River.  
Oct. 19—Abandoned horses. Made 15 canoes. Started down Snake River.

Oct. 28-Nov. 19—"Caldron Linn." River unnavigable. Canoes abandoned. Goods cached.  
Nov. 9-Dec. 6—Marched afoot about 500 miles. Destitute of provisions.  
Dec. 7-23—Retraced about 300 miles.  
Dec. 24—Left Snake River, marched westward.

**1812.**

Jan. 2-7—Crossed Blue Mountains (Oregon).  
Jan. 8-20—Village of Sciataos on Umatilla River.  
Jan. 31-Feb. 5—Village of Wishram. Traded for canoes. "The Long Narrows."  
Feb. 5—Portage of Cascades.  
Feb. 15—Arrived Astoria. Detachments arrived Jan. 15 and May 11.

## ONE HUNDRED YEARS OF DEVELOPMENT



### THE CENTENNIAL CITY

In the grandeur of the scene reaching over rivers and sea, mountains and valleys, the inspiration of nature taxed her genius for the creation of the panorama's beauty and expanse at the historic and enterprising city of the Columbia River—Astoria.

Here the glacial waters of the majestic stream meet the brine of the mighty Pacific. In the great harbor anchor ships of commerce and war, white winged pleasure craft sail here and there, swift power boats dart from place to place, while the fleet of myriad fishing boats completes the picture as the western sun touches the western sea on a perfect Astorian summer's day.

The great salmon canneries and lumber mills bespeak the enterprise and importance of the city's commerce today.

Extending along the water front and rising on the terraced hills the city commands a wonderful view of mountain, water, land and forest. Few cities enjoy locations so rich to the eye.

At this vantage point, in the City Park, are located the Centennial buildings, the open-air stadium, in which daily entertainments will be given, the Indian village, the manufacturer's building, the Clatsop County exhibit of agricultural, fishing and dairy products, and the Oregon state fisheries' exhibit and hatcheries.

Within a few minutes' ride are Fort Stevens, with its great batteries of coast artillery, the government jetty seven miles seaward, and the splendid resorts of Clatsop Beach, on the Pacific.



*Astoria Harbor Scene*





## ASTORIA CENTENNIAL AUG. 10-SEPT. 9, 1911

### THE CENTENNIAL

In addition to the erection of a monument to John Jacob Astor, the reproduction of historic forts, stockades, boats and other structures of the trader's day, and the assembling of Indians from river and plain, the elaborate nautical program to which the unique situation so lends itself will be of peculiar interest to visitors from far and near.

Throughout the celebration, battleships of American, British and other navies will maneuver in the harbor. The Pacific Coast Motor Boat Regatta, with cash prizes amounting to \$12,000, will attract the speediest water craft in the country. Sailing, swimming, rowing and canoeing races will be run.

Glenn Curtis will give demonstrations in aviation over land and water, including the introduction of the most daring feats with the hydro-aeroplane.

Elaborate pyrotechnics will include the reproduction of the destruction of "*The Tonquin*."

The fleet of thousands of salmon boats may be seen any day until August 25th, and in the great water parade, August 29th.

Land maneuvers and sham battles will be conducted by National Guard and detachments of regular army.

Ellery's famous band will furnish music throughout the Centennial.

Dr. Enna's Indian opera, "*Astoria*," will be produced several times during the Centennial.

Numerous marine carnivals, historical parades, and special illuminations will characterize the program.

Automobile races will be run on Clatsop Beach.

Sundays will be given to special services and concerts.

Surf bathing and visiting the ocean will be indulged in at the near-by resorts of Clatsop Beach.



*Motor and Pleasure Craft*

## MOUNTAIN, RIVER AND OCEAN SCENERY



### THE CENTENNIAL PROGRAM

#### AUGUST

- 10—Centennial Day. Opening Ceremonies and Pyrotechnics.
- 11—Home-coming Day. Elks' Reunion. Indian romance "*The Bridge of the Gods*." Military Parade.
- 12—Elks' Day, Parades and Ceremonies. Destruction of "*The Tonquin*."
- 13—Elks' Clam Bake, Seaside, Clatsop Beach.
- 14—Oregon Day. Oregon Development League Convention. Historical Parade "*Discovery of the West*."
- 15—Atlantic States Day. Oregon Development League Convention. Production of "*The Bridge of the Gods*."
- 16—Ky.-Tenn.-Ala.-Miss. Day. Oregon Development League Convention. Destruction of "*The Tonquin*."
- 17—So. Ore.-Governor's Day. Special Ceremonies and Parades.
- 18—California Day and Panama-Pacific Celebration. Hoo Hoo and Lumbermen's Day and Parade. Parade "*The Golden West*."
- 19—Mo.-Ark.-La.-Okla.-Tex. Day. Traveling Men's Day and Parade. Destruction of "*The Tonquin*."
- 20—Colorado-New Mexico-Arizona-Utah-Nevada Day. Indian War Veterans' Parade. Production of "*Bridge of the Gods*."
- 21—New England Day. Pioneers' Day and Parade. Sham Battle of Militia, Indians and Pioneers. Pyrotechnics.
- 22—West'n Washington-Puget Sound Day. Curtis Hydro-Aeroplane Flights. Historical Parade "*Discovery of the West*."
- 24—The Southern States Day. Grand Army of the Republic Day. Marine Parade. Curtis Hydro-Aeroplane Flights. Production of "*The Bridge of the Gods*."
- 25—Portland Day. Young Americans' Day. Indian Parade and Dances.
- 26—Shriners' Day and Ceremonies. Idaho Day. Curtis Hydro-Aeroplane Flights. Destruction of "*The Tonquin*."
- 28—Astor Day. Floral Aster Parade. Unveiling Astor Monument.
- 29—Montana Day. Fisheries Congress and Scandinavian Day. Native Costume Parades.
- 30—Home Products-Clatsop County Day. Industrial Parade.
- 31—Spokane-Inland Empire Day. Indian Dances. "*Landing of Astor Party*."

#### SEPTEMBER

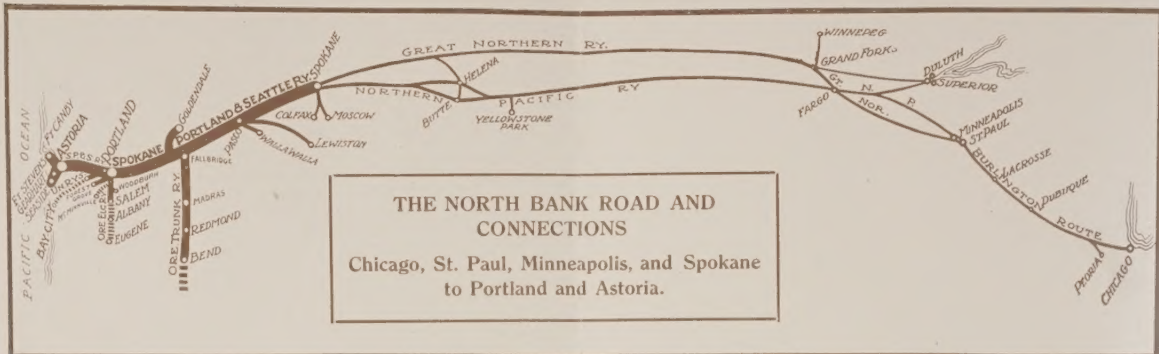
- 1—Fraternal Day. Parades and Drills. Indian Dances.
- 2—Lewis and Clark Day. Ceremonies and Night Parade. Mayors' Day. Pyrotechnics.
- 4—Ohio-Indiana-Illinois-Wisconsin Day. Pacific Coast Regatta. Marine Parade. Pyrotechnics.
- 5—Eastern Oregon-Pendleton-Baker City Day. Pacific Coast Regatta. Water Parade. Indian Dances.
- 6—Iowa-Dakotas-Kan.-Wyo.-Neb. Day. Pacific Coast Regatta. Illuminated Marine Parade.
- 7—British Columbia-Vancouver-Victoria Day. Pacific Coast Regatta. Spectacular Races. Historical Parade "*Founding of the West*."
- 8—Michigan-Minnesota Day. Pacific Coast Regatta. Warrior Dances. Illuminations.
- 9—Alaska-Hawaii Day. Pacific Coast Regatta. Carnival and Illuminated Parades.

For Additional Information, Address

**THE CENTENNIAL COMMITTEE, Astoria, Oregon**



## A TRANSCONTINENTAL RAILROAD ALONG THE MAJESTIC COLUMBIA RIVER



### TRAIN SERVICE

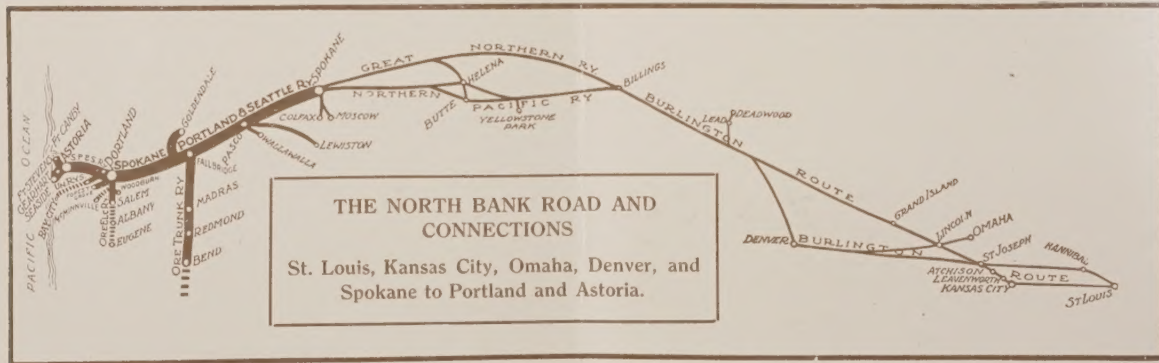
From Chicago, St. Paul, St. Louis, Kansas City, Omaha, Denver, Butte, Helena and Spokane, **THE NORTH BANK ROAD** with the Great Northern and Northern Pacific Railways and Burlington Route run fast trains of standard and tourist sleeping cars, dining cars and modern day coaches to Portland.

From the North Bank Station, Portland, limited trains of parlor cars and first-class coaches reach Astoria and Clatsop Beach resorts. Special Clatsop Beach folder sent on request. Agents of all lines sell tickets to Astoria and Clatsop Beach points via **THE NORTH BANK ROAD**.

For train schedules consult current folders, or address

W. E. COMAN,

Genl. Freight and Pass. Agt. S. P. & S. Ry., Portland, Ore.





## THROUGH THE CASCADE MOUNTAINS

### ROUND-TRIP RATES TO ASTORIA

From other points in the east and central west proportionately as low fares. Stopovers allowed at all points.

A large choice of routes going and returning is permitted. In one direction via California a slightly higher fare.

| FROM                                                    | Sold Daily<br>June 1 to Sept. 30.<br>Return to Oct. 31 | Sold June 5, 6,<br>10 to 22, 27<br>to July 5.<br>Return to Sept. 15 |
|---------------------------------------------------------|--------------------------------------------------------|---------------------------------------------------------------------|
|                                                         |                                                        |                                                                     |
| Chicago .....                                           | \$72.50                                                | \$62.50                                                             |
| Peoria .....                                            | 72.50                                                  | 59.25                                                               |
| St. Louis .....                                         | 70.00                                                  | 57.50                                                               |
| St. Paul, Minneapolis, Duluth, Kansas City, Omaha ..... | 60.00                                                  | 50.00                                                               |
| Denver .....                                            | 50.00                                                  | 45.00                                                               |

### TO ASTORIA AND CLATSOP BEACH POINTS.

| FROM PORTLAND                                         | DAILY<br>Limit six months | Sat. and Sun.<br>Limit Monday |
|-------------------------------------------------------|---------------------------|-------------------------------|
| To Astoria .....                                      | \$4.00                    | \$3.00                        |
| To Clatsop Beach points,<br>Skipanon to Seaside, inc. | 4.00                      | 3.00                          |

### TO CLATSOP BEACH POINTS.

Tickets sold daily from points shown below: return limit October 31. Proportional fares from other points in northwest. STOP-OVERS will be allowed at Astoria on tickets to Clatsop Beach points from territory shown below and on \$4.00 tickets from Portland.

ADDITIONAL LOW FARES will be made from northwestern points at special times during the Centennial.

| IDAHO       |         | WASHINGTON  |         |
|-------------|---------|-------------|---------|
| Grangeville | \$22.75 | Livingston  | 39.20   |
| Lewiston    | 20.00   | Colfax      | 20.00   |
| Moscow      | 20.00   | Dayton      | 15.10   |
| Sandpoint   | 21.75   | Garfield    | 20.00   |
| Stites      | 22.55   | Baker City  | \$18.15 |
| Wallace     | 20.00   | Goldendale  | 9.05    |
| OREGON      |         | MONTANA     |         |
|             |         | Hood River  | 6.55    |
|             |         | Hillsboro   | 4.80    |
|             |         | Palouse     | 20.00   |
|             |         | Huntington  | 20.00   |
|             |         | La Grande   | 16.10   |
|             |         | Madras      | 12.15   |
|             |         | Pendleton   | 13.15   |
|             |         | Salem       | 6.00    |
|             |         | The Dalles  | 7.40    |
|             |         | Spokane     | 20.00   |
|             |         | Walla Walla | 13.75   |
|             |         | Kennewick   | 13.15   |
|             |         | Northport   | 24.15   |
|             |         | No. Yakima  | 13.75   |
|             |         | Pasco       | 13.15   |
|             |         | Pullman     | 20.00   |
|             |         | Ritzville   | 17.00   |



Astoria and Clatsop Beach Train

## TO ASTORIA AND CLATSOP BEACH TICKETS SOLD BY ALL LINES



### CLATSOP BEACH, PACIFIC OCEAN

Thirty Minutes from Astoria.

Following the Astoria water front, past the great salmon canneries and across Young's Bay, the shore line of **THE NORTH BANK ROAD** at once reaches the famous resorts of Clatsop Beach on the Pacific Ocean. This wonderful beach reaches twenty-five miles from Pt. Adams at Ft. Stevens to the bold heights of Tillamook Head. Every Astoria visitor should see the ocean at Clatsop Beach, the only beach in the Northwest reached by main line trains.

First-class tourist hotels are located at Gearhart and Seaside, with facilities for surf bathing.

At Ft. Stevens may be seen the heavy coast defense batteries, and the great government jetty.

Frequent train service is maintained between Astoria and the Beach points and Ft. Stevens, in addition to the limited trains from Portland.

### ROUND TRIP FARES FROM PORTLAND

|                                 | DAILY<br>Limit six<br>months | Saturday and<br>Sunday.<br>Limit follow-<br>ing Monday | DAILY<br>Individual com-<br>mutation. Five<br>round-trips.<br>Limit one year |
|---------------------------------|------------------------------|--------------------------------------------------------|------------------------------------------------------------------------------|
| To Astoria .....                | \$4.00                       | \$3.00                                                 |                                                                              |
| To CLATSOP BEACH points...      |                              |                                                        |                                                                              |
| Skipanon to Holladay, inclusive | \$4.00                       | \$3.00                                                 | \$15.00                                                                      |

STOP-OVERS will be allowed at Astoria on Clatsop Beach round-trip tickets from points east of Portland, and on \$4.00 tickets from Portland.

### ROUND-TRIP FARE FROM ASTORIA TO CLATSOP BEACH POINTS

Sundays only, limit date of sale.....75 cents



Surf Bathing, Clatsop Beach





# ASTORIA CENTENNIAL

AUG. 10 — SEPT. 9, 1911



1911

*W. H. Hodge*

The RAILROAD TRIP ALONG THE WONDERFUL  
COLUMBIA RIVER TO ASTORIA AND THE PACIFIC  
OCEAN IS ONE OF THE MOST DELIGHTFUL IN  
AMERICA + + + + +